

ABSTRACT

The present invention is to provide a novel soft vinyl chloride resin which can has suitable hardness or flexibility in accordance with its various applications, and which has polymerization stability equivalent to that of vinyl chloride and has good transparency and heat resistance. The present invention is attained by a soft vinyl chloride copolymer resin obtained by copolymerizing (A) a vinyl chloride type monomer and (B) a macromonomer having a polymer comprising an ethylenically unsaturated monomer containing a double bond in a main chain, wherein the ratio of (A)/(B) by weight is 50/50 to 80/20.